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WOWO (Radio station : Fort Wayne, Ind.)
WOWO news release

ESTINGHOUSE RADIO STATIONS
WOWO
SPECIAL BULLETIN
HONY 2136 FORT WAYNE, INDIANA

654403

GROCERY BULLETIN April 9, 1947

The advance in wholesale prices has definitely lost momentum during the past month. This makes the second time that prices are leveling off since OPA ceilings were lifted last November.

SWIFT BLAND LARD contest now in full swing --- Just a reminder --- Do you have Bland lard in stock? Are the contest entry blanks easily accessible to customers? First prize is a trip around the world for 2 with all expenses and $1,000 spending money, and a thousand other prizes (Breakfast Club - WOWO, 8:15-8:45 a.m.)

White side wall tires are returning to the market. Most brands and sizes will be available to tire distributors within four to six weeks.

India will export 6,000 tons of pepper.

OSCAR MAYER canned wieners (Modern Home Forum, Mon. thru Fri.) are offering Plastic salad serving spoon and fork for label and 25¢ -- excellent product introduction. Fort Wayne Brokerage now distributors for Oscar Mayer.

Congressional hearings will start Friday on a more comprehensive bill controlling the marketing of insecticides, fungicides and herbicides.

World almond production has dropped. Average crops are expected for 1947, but olive outlook will be big factor.

WOWO has available for parties and get togethers several movies on food preparation and preservation. Done in a wholly entertaining manner, with points subtly stressed without being obvious. Good feature entertainment. Write WOWO-Promotion for full details.

A report from Hawaii stated that the canned pineapple situation indicates a smaller pack for the 1947 season than some recent estimates.

New calcium chloride treatment of apple slices is seen opening new market outlets for softer finer, flavored varieties. Process firms the apple slices so that they stand up in canning and baking.

SEYFERT'S POTATO CHIPS followed Zollner Pistons through to final game via WOWO. In conversation with Carl Bennett, manager of pistons, he revealed that his first job was with Seyfert's - (of all things, peeling potatoes.) No wonder Charlie Seyfert has a warm spot for the former champions.

KINGAN'S KORNER, 7:30-7:45 a.m., Mon., Wed., Fri. finds a crowd gathering at microphones everywhere to listen to refreshing morning melodies.

Renewed on WOWO-ABC, LIBBY MCNEILL'S "My True Story" 9 a.m. daily, Mon. through Fri.

Allen County Public Library
900 Webster Street
PO Box 2270
Fort Wayne, IN 46801-2270

ESTINGHOUSE RADIO STATIONS
HONY 2136 WOWO SPECIAL BULLETIN
FORT WAYNE, INDIAN

FOOD #110 -- 4-16-47

Independent retailers did 68% of all the retail food business in this country last year. They sold 40% of the tomato juice; 38% of the grapefruit juice; 44% of the canned meats and 42% of the baby foods.

SARI 'N ELMER will participate in national Baby Week, April 27 by focusing attention on DEERWOOD BABY FOODS, on their program at 12:15 to 12:30 daily Monday through Friday. A special offer will be made.

On an average day about 64% of all children under 12 years of age are given cereal--37% getting the hot variety, and 27% fed the cold kind.

April 21-May 10 another jingle contest on the program of Terry and the Pirates for Qua ker Oats will give winners 300 new Lionel Electric Train sets. "Sparkies" will be featured. Be prepared to sell plenty of these popular energy breakfasts.

Argentina announced early in the International Wheat Conference that she will not participate in an agreement fixing world prices.

The first sugar mill in Cuba finished grinding the 1947 crop on April 15th. It is learned that the settlement price on the 1946 Cuban crop sold to the United States is 4.181¢ a pound.

PETER PAUL, INC. who sponsor the 7 a.m. News on WOWO every day are featuring CHARCOAL GUM on the Monday, Wednesday and Friday programs; WALNETTOS on Tuesday and Thursday.

Suggest to your retailers that they set up permanent empty bottle deposit system which would eliminate one complete handling of all empties. Radio is being used consistently to make public conscious of the seriousness of the situation of bottle return.

130 stores are victims to fires each day in this country. Grocery stores alone lost seven million dollars in property last year. Urgently campaign for removal of fire hazards. Take precautions yourselves especially in warehousing. We cannot afford to lose our foods. Millions are dying of starvation!

Do you have Bland Lard in stock? Do you have contest entry blanks in the SWIFT contest on the Breakfast Club on WOWO 8:15 a.m.

STINGHOUSE RADIO STATIONS
WOWO
SPECIAL BULLETIN
HONY 2136 FORT WAYNE, INDIAN

FOOD #111 - April 30, 1947

A request for a clarification of term "wholesaler" by Bureau of Labor Statistics to avoid misleading comparisions, has been made by Wholesale Dry Goods Institute, Inc.

QUAKER OATS COMPANY, sponsor of ABC broadcasts of Terry and the Pirates, launched a new jingle contest Monday, April 21, in which the prizes will be 300 Lionel electric train sets. The contest will close Saturday, May 10. To compete for one of the prizes, child listeners will be asked to write a last line for the following jingle: "Eating Sparkies is fun, cause it's shot from a gun, so to Mother you say....." Terry and the Pirates is heard every Monday through Friday at 5:00 p.m. CDT, ABC-WOWO.

According to the chairman of Brand Names Foundation - "From the retailers point of view, brand names mean lower sales cost, insure faster turnover, give them freedom from make-good responsibility, draw more store traffic, have better display value and yield the benefit of nationally tested merchandising methods.

Tune in WOWO, Tues. May 6 for complete election returns 9:00-9:15 p.m., 10:15-10:30 p.m., 11:15-11:30 p.m.

All eyes are on Ohio. Wholesalers believe broadening of fair trade acts may cushion food price drop-Ohio statute provides such acts-which if successful may be adopted elsewhere.

LIBBY'S announcements on Baby Foods should have effect on sales of these products in midwest wholesale and retail outlets. My True Story is heard 9:00 a.m. WOWO.- t

You should hear more before long about a product used in bread baking called POTATO CULTURE!

Scarce commodities stored in vast quantities in the Dutch East Indies may be made available to Western nations by midsummer. List includes fats and oils, natural rubber, chinchona bark and others.

WOWO Modern Home Forum now 11 years old still pulling good mail returns for daily leaflets on food. Best place for advertising food products - one of the current copies attached. We'd appreciate your reaction.

National Food Brokers Assn. was told that intelligent and aggressive merchandising will hold the answer to successful operation in the competitive food market already developing.

Newburyport, Mass. is Massachusetts smallest city. The Newburyport plan was originated by John Swanson.

Watch for announcement of winner of trip around the world by Pan-American Clipper for two! Contest closes May 4. Sponsored by Swift and promoted on Breakfast Club on WOWO each Monday!

WESTINGHOUSE RADIO STATIONS
WOWO
SPECIAL BULLETIN
HONY 2136 FORT WAYNE, INDIANA

FOOD #112 - May 14, 1947

Wholesale grocers are discarding OPA mark-up levels and returning to prewar competitive pricing policies. Due to retail pressure lower unit profits are apt to become the pattern.

DUFFEY'S CHIEF ANDERSON MEATS start campaign on WOWO, May 20. "Songs to Remember" with Judy, Jen and George, 12:45 to 1:00 p.m. on Tuesday, Thursday and Saturday.

Nationwide tabulation of gasoline prices as of April 1 in 50 representative cities shows that the service station price, including tax averaged 23.17¢ a gallon, an increase of 1.24¢ from the previous month's average.

July 7th will mark the beginning of "Iced Coffee Week" it has been announced by the Coffee Advertising Council.

Two gals getting a big play these days are the "Griffin All-Wite" young lady who is being used to push a new and better GRIFFIN ALL-WITE - the best yet produced by GRIFFIN, and the curly-headed little Miss Sunbeam who has also caused a mild cyclone in sweeping sales in this area. A good example we've heard via the "grapevine" is a small store in the outlying district of Fort Wayne. Bread sales of a leading line were approximately $45.00 daily(not bad for a small store). Last week - sales on this same line had dwindled to a mere $2 to $3 daily - little Miss Sunbeam having literally "stolen" that other $42.00 right out of the competitor's "mouth". Everybody's asking for "Sunbeam" bread. Congratulations to PERFECTION on its campaign which included 3 quarter-hour programs weekly on WOWO, Monday, Wednesday,Friday, 12:45-1:00 p.m.

Farmers in mid-March were receiving the highest March prices for eggs and chickens since 1920.

Hourly wage increases ranging from 10 to 14¢ were provided by H.J. Heinz Co. and the AFL Canning and Pickle Workers covering 2,300 employes in the Pittsburgh plant.

Selling theme of the 1947 KERR campaign is the ease and success of home canning with KERR, the "Self-Sealing" brand, with strong emphasis placed on the air-tight perfect seal. Free offer of canning labels and the 1947 edition of the KERR Modern Homemaker will be made on the WOWO Modern Home Forum - 1:00- 1:30 p.m. daily - Mon. through Fri. KERR urges all dealers to anticipate their needs and place orders early.

Columbia River salmon packing season opened May 1st and reports indicate a continuation of high prices for all packs due to mounting overhead canning costs.

Canners, brokers, wholesalers, machinery and supplies delegates from all parts of the nation will convene next January in Atlantic City again.

Explaining that it does not consider its products "Dreft" and "Tide" as competitive, PROCTOR & GAMBLE give this simple reason: "Tide's an all-purpose product for the family wash, while Dreft is sold for dishes and glassware as well as delicate fabrics.

PACIFIC COAST BORAX reports introducing 1 lb. TIN cans of Boraxo in the area - "the big economy size" - and surveys show homemakers, especially the mothers of several children are watching pennies more closely today. A good move for Boraxo. And a good move for you - tune in at 8:30 p.m. on Friday and hear the "Sheriff" show sponsored by PACIFIC COAST BORAX.

Home Forum 11th birthday brought over 300 guests to Leisure Home - from 3 states just to say "Happy Birthday" to Jane.

A housewife buys an average of $3.47 worth of groceries when shopping unaccompanied in a super market but when her husband goes along (as they do 24.4% of the time) she spends $4.57.

STINGHOUSE RADIO STATIONS

WOWO

SPECIAL BULLETIN

ONY 2136 FORT WAYNE, INDIAN

#113 May 28, 1947

It will be June 15, at least before U.S. Dept. of Agriculture officials are in position to make a final decision whether sugar controls can be relaxed or removed a spokesman in Washington is quoted. Representative Gamble of New York has introduced legislation seeking sugar decontrol immediately.

DUFFEY'S INC. of Anderson, Ind. "Duffey's Chief Anderson Meats" has just bought another half-hour on WOWO with the central character as the "Shadow" famous detective who solves crimes by becoming invisible. Time 4 p.m. Sun.

Watson Rogers, brokers' head says rice must be merchandised to regain popularity.

"The way to figure fruit prices is not by the package, or by the pound, or the can, but by the dish on the table. When you can put two dishes of good fruit on the table for a nickel you're certainly helping the "budget minded" get a lot for a little."

Home Forum recently had a group of visitors from STANLEY HOME PRODUCTS. Twenty-two cities were represented in the group which came an aggregate of over 2,000 miles to see the broadcast.

Every bride is a potential $5,000 customer for some grocer.

OSCAR MAYER survey made in Ft. Wayne recently showed over 50% of Fort Wayne grocers called having their own radios in their stores.

A grocer's definition of a picnic - "A six letter word meaning not only food and fun but "profit."

KERR GLASS starts participation on Modern Home Forum(1-1:30 p.m.) June 3rd.

Rome, Italy - Ration quarters were without spaghetti today for the fourth consecutive month, altho the staple of Italian diet was plentiful on the black market at about 60¢ a lb. when last distributed on ration it cost 27 lire a kilo or about 6¢ a lb.

"Famous Jury Trials" now sponsored by GENERAL MILLS and on the air at 7:30 p.m. on Saturdays.

Farmers will probably start 1948 with less poultry than on Jan. 1947. About 5% fewer chickens are being raised this year than last.

A total of 165,000 lbs. of farmers' stock peanuts were used in cleaning, shelling and crushing operations during April the Bureau of Agricultural Economics announced May 25th.

Durward Kirby will emcee the "Breakfast Club" for 2 days as Don McNeill goes on vacation on June 2 & 3rd. SWIFT & CO. - sponsor 8:15 a.m. daily.

Indianapolis - several traveling groceries stocked with canned goods as well as vegetables, fruit & staples are now selling from door-to-door in this city. The hucksters use converted Army repair trucks.

Latin American coffee exports are above pre-war levels.

STINGHOUSE RADIO STATIONS

WOWO

SPECIAL BULLETIN

ONY 2136

FORT WAYNE INDIAN

#114 July 16, 1947

Sales of independent food stores, as a group were up 12% in April as compared with April, 1946 - and up 13% for 4 months of 1947 as compared with the same 4 months in 1946. (Bureau of Census of the Dept. of Commerce)

Quaker Oats "Ladies Be Seated" show has been added to afternoon radio fare for WOWO listeners. This hilarious show, with valuable prizes is popular as a "listener" medium as well as "participating" show - and AUNT JEMIMA PANCAKE FLOUR gets the plugs. MUFFETS also has a tag line that should help sales volume on this line, on WOWO, 3:30-3:45 p.m. daily Monday through Friday.

Our congratulations to the "gals" who brought home the honors in the NARGUS "cover girl" contest. Especially our Indiana beauties who came in the higher bracket, Jeanne Ritter of Elkhart, a member of the Queen's Court and Marie Baumgartner of Fort Wayne, one of the Queen's attendants.

Sheriff show has a new sheriff, Bob Roberts, and if television were available to all we'd say there'd be a big advance in sales of "20 Mule Team Borax and Boraxo." The show continues its upward climb in ratings - and product sales-ability. On the air on WOWO Friday, 8:30 p.m.

American Meat Institute believes that the sales potential in meats is the greatest in history.

An emblem which will mean much to both grocers and dog owners has been developed by the U.S. Dept. of Agriculture. Long needed both in recommending and buying dog foods, the inspection service provides the owners and grocers with the assurance that a high degree of cleanliness in preparation and packing of the ingredients prevailed, as well as a balanced diet in the contents of the can. Among the companies already using the federal inspection are: Armour & Co., John Morrell & Co., Ken-L-Div., Quaker Oats Co. and Swift and Co.

"Paul Whiteman Club" - full hour afternoon show 2:30-3:30 on WOWO is already reflecting its influence in sales volume and product movement for its four sponsors: Southern Cotton Oil Co. (WESSON OIL), R. J. Reynolds Tobacco (CAMEL), Nestles Products (NESCAFE) and Nat'l. Biscuit (PREMIUM & RITZ crackers)

While it's not generally known, surveys indicate a definite "back-to-matches" movement among smokers, according to a recent report by the Diamond Match Co. Major factor behind this trend away from lighters is dependability. "Matches never fail," say Diamond officials.

"Welcome Travelers" - a Chicago show - has added local interest because of its midwest flavor and Proctor & Gamble's IVORY SNOW gets new plugs daily on this show heard regularly 2:00-2:30 p.m. Tommy Bartlett m.c's. - - Give a listen -- next time you're in the Windy City you may be on the show.

A relatively unknown young couple will make friends with millions of magazine readers for Kerr Jars, Caps & Lids. They will be identified as "Jack and Jill," a young husband and wife, and used to add human interest to the advertising story designed to sell more Kerr products.

Reported July 14th in the New York Journal of Commerce - "The pulse of business - commodity price level climbs upward; dims possibility of sharp decline during 1947."

With the "Green Hornet" occupying the spot at 6:30-7:00 p.m. on Tuesday night, GENERAL MILLS increases its commercials at this valuable hour to 4 instead of 3. "Lone Ranger" is used on other 3 nights. Special interest now are the wire recorder give-aways being featured by this account to stimulate buying of GENERAL MILLS merchandise.

Lakeland, Florida - Success of a merchandising plan whereby an Iowa wholesaler has been encouraging retail grocers to sell mixed cases of canned citrus juice is reported by the dealer service department of the Florida Citrus Commission. Customers appear to like the variety they receive in a mixed case and are also attracted by the special price offered when they buy in that volume, the Commission said. Wholesaler is the Western Grocer Co., Davenport, Iowa.

STINGHOUSE RADIO STATIONS
WOWO
SPECIAL BULLETIN
ONY 2136
FORT WAYNE, INDIAN

FOOD BULLETIN
#115 September 18, 1947

Michigan is going to promote its own potatoes. Its merchandising and advertising program will be built around a new marketing emblem featuring the "Seal of Quality." To bear the seal, sacks must contain potatoes better than the ordinary U. S. No. 1 quality.

Paul Whiteman Club sponsored by the NATIONAL BISCUIT CO. Monday through Friday, 2:30 to 3:30 p.m. has been advertising Premium crackers effective this month these commercials also are advertising Graham crackers and Zweiback.

MARHOEFER PACKING CO. begin a new series of musical shows on WOWO September 23. They will use 12:45 to 1 p.m. Tuesday, Thursday and Saturday, featuring "Your Musical Diary." Special promotion will include on the air, point of sale, and newspaper on part of both radio station and Marhoefer.

Bottled soft drink sales in 1946 increased 1.8% over 1945 according to a survey by American Bottlers of Carbonated Beverages.

"Sari 'n Elmer" for BLUFFTON GROCERY continue to popularize Deerwood products. While essentially on coffee, this summer the account began using other canned goods in the line with excellent success.

Pulling power -- last week on PROCTOR & GAMBLE's "Welcome Travelers" Ole Olsen of Olsen & Johnson was interviewed. He mentioned his mother in Fort Wayne was ill and would appreciate hearing from listeners. To date Mrs. Olsen has received more than 4,000 letters and cards from every one of the 48 states. "Welcome Travelers" is heard on WOWO at 2:00 p.m. Mon. - Fri.

A 15% increase in meat supplies is predicted for fall and winter by the American Meat Institute.

Dorothy Kilgallen's "Star Time" 9:45 a.m. on Thursday covers the news for homemakers - and commercials for Drackett Co. on WINDEX and DRANO.

A & P started announcements on WOWO on JANE PARKER bread.

Soaps in bars, cakes, powders and flakes all should be sold by net weight to compensate for moisture content, the Committee on Methods of Sale of Commodities, National Conference on Weights and Measures, recommends.

Miami - NU-MAID margarine is being publicized through spot announcements on WOWO.

John Morrell's RED HEART Dog Food has a proper setting for attention getting commercial announcements on "Lassie" show, Sun, 2:00-2:15 p.m.

STINGHOUSE RADIO STATIONS
WOWO
SPECIAL BULLETIN
ONY 2136 FORT WAYNE INDIAN

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FOOD BULLETIN
#116 October 9, 1947

Flour prices during the latter part of last week receded to levels where many bakers displayed more interest and a fairly substantial domestic business materialized in hard wheat flours.

National Biscuit Co. starts participation, Monday through Friday, on the Modern Home Forum October 20th on WOWO. The product featured is WHEATSWORTH CEREAL.

National Canners' Assoc. submits recommendations for can standardization program to industry program to industry preliminary to final action on container standards.

Jack Paar, radio's newest comedian who successfully substituted for Jack Benny during the summer can be heard on WOWO this fall also. His new show is just before Bing Crosby, Wednesday, 7:30-8:00 p.m. sponsored by American Tobacco Co. -- LUCKY STRIKE cigarettes.

A leading California packer announced opening prices yesterday covering shelled almonds with the schedule reported to be slightly higher than last year. There is also an excellent demand for other kinds of nuts.

QUAKER OATS CO. has renewed "Terry and the Pirates" but at a new time -- 5:15 - 5:30 p.m. Monday through Friday.

Return of the No. 1 size tin in canned fruits and vegetables this year, and resumption of packing of 8-ounce fruits following final restrictions has been reported.

RHOADS REFRIGERATION AND STORE EQUIPMENT CO. has renewed United Press News - 8:00-8:15 a.m. Tuesday, Thursday and Saturday.

A slight reduction in the coverall supply of canned apricots, mixed fruits, peaches, pears, pineapple, peas, corn, beets, lima beans, green and wax beans, and spinach in the United States for the 1947-48 season was predicted recently by the Dept. of Commerce.

ROCKWOOD AND COMPANY renewed participation on Modern Home Forum.

Some 68.7% of housewives prefer glass containers for baby food because they "are more healthful" and "more sanitary" according to the findings of the 1946 packaging preference survey which was recently conducted by the Elmo Roper research organization.

CARR-CONSOLIDATED BISCUIT CO. advertising its crackers will sponsor the "Johnny Desmond Show" - Tuesday and Thursday, 7:00 p.m.

The possibility that scientists may, before long, eliminate the green plant and make food, fibers, and even meat, directly from carbon dioxide and from sunshine was revealed by Dr. Gerald N. Wendt before the American Meat Institute.

STINGHOUSE RADIO STATIONS
WOWO
SPECIAL BULLETIN
ONY 2136 FORT WAYNE, INDIAN

April 4,1947

IN SCHOOL LISTENING

MONDAY- From Indiana University, another in the series, "From Freedom's Forge" is presented at 2:15 PM (CST). This chapter continues the story of the civil war.

TUESDAY- 2:15, the City Desk program will have as its guests students from Rockford, Ohio, and from the staff of the Fort Wayne Journal Gazette, Bob Adams, business reporter and aviation expert. Another session of interesting discussion is indicated. Listen for "Around the City Desk".

WEDNESDAY 2:15 - Books Bring Adventure" gives the story of Johnny Tremain," an adventure in the American Revolution, and the service rendered by this intrepid young man in the days of Paul Revere.

THURSDAY 2:15 -2:45 Junior Town Meeting goes to Howe, Indiana, where students from Howe Military School and Columbia city high school discuss: "Should Social Security Be Extended."

FRIDAY 2:15 p.m. is time for another "Adventures in Research," and it tells the story of the blacksmith and the magnet--forerunner of the modern electric motor. Especially interesting to science students.

* *

ENGLISH-CIVICS

Students are urged to participate in the nationwide letter contest on "How Can We Strengthen the American Family?" being conducted by AMERICA'S TOWN MEETING OF THE AIR. Letters are to be written in 750 words or less on the above subject. Mail to "Family Contest" c/o Town Hall beforeMay 1, 1947. Prizes of $500 each to man or woman,boy or girl shall be made on the program of May 29th, the 12th anniversary of the Program.

STINGHOUSE RADIO STATIONS
WOWO
SPECIAL BULLETIN
ONY 2136 FORT WAYNE, INDIAN
Number 22
April 14, 1947

IN SCHOOL LISTENING

The story of the Civil War from Antietam to Gettysburg is related on Monday's chapter of "From Freedom's Forge," presented each Monday at 2:15 p.m. CST from Indiana University.

Tuesday "Around the City Desk" students from another leading tri-state high school enter into another interesting discussion of the news topics of the moment. These panel discussions are moderated by Hilliard Gates and are stimulating to both speech and social studies classes. A staff member of the Fort Wayne Journal-Gazette sits in on the discussions with the latest, most accurate news dispatches to assure a lively discussion. Around the City Desk is heard at 2:15 p.m. Tuesday.

Wednesday at 2:15, "Books Bring Adventure" is the in-school listening feature. This Wednesday's story is "Courage over the Andes," an adventure for freedom of the seas, with the background of whaling ships and Spanish pirates during the War of 1812.

Thursday sees "Junior Town Meeting at Hillsdale, Michigan where Hillsdale High School and Decatur High School from Decatur, Indiana discuss reciprocal trade agreements. Junior Town Meeting, patterned after the American Broadcasting Company's "Town Meeting of the Air," is the Thursday feature of WOWO's in-school listening, and is heard at 2:15 p.m. CST.

On Friday, April 18, a thrilling submarine rescue and the story of the Momsen "lung" is told on "Adventures in Research." Listen at 2:15 p.m. CST.

STINGHOUSE RADIO STATIONS
WOWO
SPECIAL BULLETIN
ONY 2136 FORT WAYNE INDIAN

SCHOOL BULLETIN

Monday, April 21
Number 23

IN SCHOOL LISTENING

Chapter 18, "From Freedom's Forge," ... Indiana University's contribution to In-school Listening, this week tells the story of the final days of the Civil War. Highlighted is Lee's surrender at Appomatox. "From Freedom's Forge," is heard on Mondays at 2:15 p.m. CST.

"Around the City Desk", Tuesday, will be students from Huntertown, Indiana, and another special guest from the staff of the Fort Wayne Journal Gazette. Once again an interesting panel discussion period, in which the students will offer their own unrehearsed opinions about timely topics in the news, will take place. Hilliard Gates will moderate as usual. Listen to "Around the City Desk" Tuesday at 2:15 P.M.

"Books Bring Adventure," the popular literature program for the grades -- this Wednesday will dramatize the story, "By Wagon and Flatboat," an adventure for a new land. Two New England families go pioneering in a Conestoga wagon. "Books Bring Adventure" is the Wednesday feature of In-school listening heard at 2:15 P.M.

Thursday, usual Junior Town Meeting day, will offer a special musical program in place of the regular feature. However,

the following week, May 1st, Junior Town Meeting goes to Wabash High School.

Friday brings to in-school listening "Adventures in Research." This chapter is the thrilling story of Doctor Joseph Goldberger's research on pellegra.."The Red Plague." How Goldberger visited orphanages, hospitals, insane asylums, and how with courage and determination he experimented and finally found that the disease was of dietary origin, provides a most interesting program. Hear "Adventures in Research" Fridays at 2:15 P.M. CST.

MUSIC

This week's Boston Symphony program is devoted to the playing of Brahm's "German Requiem," parts I through IV. The orchestra is directed by Dr. Serge Koussevitsky, and James Pease is the baritone soloist. This program will be aired on WOWO and the American Broadcasting Company at 7:30 P.M. CST, Tuesday, April 22.

We have word that this is the last concert by the Boston Symphony, and beginning April 29th, the Tuesday evening hour will be devoted to concerts by the Boston "POPS" orchestra, Arthur Fiedler, conductor. We shall have more detailed program information from time to time.

SIGNIFICANT PROGRAM HITS STRIDE ON RADIO

In the past few months, the radio broadcasting industry has become increasingly aware of a significant movement in the

presentation of comedy variety. A refreshing new humorist has arrived on the scene. His name: Henry Morgan. His sharp satiric wit, his utter disregard for established institutions and conventions mark him as an unquenchable spirit. In his own right, he is a humorist of the first water. In using radio as his medium, he reaches directly into the homes and minds of our country with his scathing, but hilarious attacks on men and mountains alike. Nothing is too sacred to earn his sarcasm, no institutions too lofty, no injustices too obscure for his burlesque. His satires are as timely as strikes, housing shortages and picnics. We are sure that in Henry Morgan, you and your students will recognize a sparkling scintilating wit, entirely unpredictable. Truly the Henry Morgan Show is a step in the direction of a new era of radio comedy, a new expression of a proven medium and an excellent example of the best in radio entertainment offered. The Henry Morgan Show is heard at 9:30 P.M. CST over WOWO, on Wednesdays.

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STINGHOUSE RADIO STATIONS
WOWO
SPECIAL BULLETIN
ONY 2136
FORT WAYNE, INDIAN

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SCHOOL BULLETIN Monday, May 5, 1947

In-School Listening

Monday afternoon at 2:15 p.m. (CDT), Indiana University presents Chapter 20 of "From Freedom's Forge." This week the story is "A Finger in the Pie," and is about the Spanish American War, the causes, the conflict, the results.

Tuesday at 2:15, "Around the City Desk" will be students from Bryan, Ohio, and, as the special guest from the Fort Wayne Journal Gazette, Frank Roberts, Executive Editor. The students again discuss the leading news topics of the moment.

"Copper-Toed Boots" is the title of Wednesday's "Books Bring Adventure" chapter. "Copper Toed Boots" is the story of a boy and a dog and a pocketful of odds and ends the boy traded for a pipe to trade for the dog. The scene is laid in Michigan when money was scarce, but where you could always trade. "Books Bring Adventure," the regular Wednesday feature of In-School Listening is heard at 2:15 CDT.

Thursday sees "Junior Town Meeting" in LaPorte, Indiana where students from the host school will be joined by students from South Side High School in Fort Wayne to discuss:

"Should Presidents Be Limited to One Six-Year Term?" "Junior Town Meeting" is broadcast at 2:15 CDT.

Friday's "Adventures in Research" tell the story of Gelmo, an obscure student at the Institute of Technology at Vienna. Yet it was he who discovered for the first time a chemical that was destined to change many of the practices of medical Therapy. How his discovery was forgotten, rediscovered as a "fixer" for wool dyes, forgotten again and finally rediscovered a third time, is the fascinating story of ... Sulfanilamide! Hear Adventures in Research Fridays at 2:15 CDT.

RURAL EDUCATION

Of interest to rural districts will be the "American Farmer" program on WOWO Sunday, May 18th, when an electronic egg candling machine will be discussed. "The American Farmer" is a regular Sunday morning feature heard at 11:00 o'clock Central Daylight Time.

MUSIC

The best in popular concert music is now presented weekly by the Boston Pops Orchestra, Arthur Fiedler, conductor. The hour program, heard each Tuesday evening at 7:30, CDT, is the summer replacement for the Boston Symphony. The "Pops" is devoted to the lighter, more popular concert works, that easily reach all musical tastes.

SPORTS

The days complete baseball scores are heard on WOWO each evening at 10-minutes past 11:00 p.m. immediately following the 11:00 o'clock news. Both the afternoon games and the night games' results are available for the WOWO sports roundup at this time.

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STINGHOUSE RADIO STATIONS
WOWO
SPECIAL BULLETIN
ONY 2136
FORT WAYNE INDIAN

SCHOOL BULLETIN

Monday, May 12, 1947

For Monday's in-school listening, Indiana University presents the 21st chapter of "From Freedom's Forge." This week you'll hear "Over There," the events leading up to the entry of our country into the first World War. The difficulty American merchants had with the British Embargo, and the incidents plunging the United States into the conflict are dramatized. "From Freedom's Forge" is heard at 2:15 p.m. Daylight Time.

Tuesday "Around the City Desk," students from Angola High School will be joined by Del Jones, copy editor of the Fort Wayne Journal-Gazette. They will discuss another set of news matters of current interest to all. The program is moderated by the popular Sports director of WOWO, Hilliard Gates.

Wednesday and "Books Bring Adventure" tell the amusing stories about "Homer Price." Children will be delighted to hear how Homer solves the mystery of the musical mousetrap, captures the bandits, and averts a major tradgedy in the town of Centerburg which is right in the middle of the United States. "Books Bring Adventure" is heard Wednesdays at 2:15 p.m. Central Daylight Time.

Thursday at 2:15, "Junior Town Meeting" originates from Muncie, Indiana, where students from Burris High School and those from Central High School in Fort Wayne discuss "Should We Set Up More Authorities Like the T.V.A.?"

Friday is the day for "Adventures in Research." This week, the story of Nicolas Leblanc. He found how to change ordinary table salt into soda...a chemical necessary to the manufacture of hundreds of industrial products. The background is a fascinating one...the French Revolution.

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ESTINGHOUSE RADIO STATIONS
WOWO
SPECIAL BULLETIN
ONY 2136
FORT WAYNE, INDIAN

SCHOOL BULLETIN Monday, May 19, 1947

"Over Here," is the title of this week's chapter of "From Freedom's Forge." "Over Here" narrates the close of the first world war, the formation of the League of Nations, and the depression of 1929 and the years following. "From Freedom's Forge," presented from Indiana University, is heard Monday at 2:15 p.m. CDT.

Tuesday "Around the City Desk" students from Elmhurst High School near Fort Wayne, will be joined by another special guest from the staff of the Journal Gazette. Again, leading news topics will be discussed by the students. "Around the City Desk" is heard also at 2:15 p.m. CDT.

Wednesday means "Books Bring Adventure;" this week the story is "Riders of the Gabilans." This is a "two-fisted" tale of modern California cowboys and their breaking up of a gang of rustlers. Listen at 2:15 p.m. Wednesday, May 21st.

The following week, "Books Bring Adventure" present the story, "Strawberry Girl," about the early days in Florida.

"Junior Town Meeting" this week comes from Angola, Indiana, where students from Angola and North Side High School in Fort Wayne discuss the St. Lawrence Waterway Project. Hear "Junior Town Meeting" at 2:15 p.m. Thursday.

(more)

Friday's "Adventure in Research," is another story of medicinal drugs. This week, the evolution of chloral hydrate from the ingrediant of "knock-out" drops, to the basis of one branch of pharmacology.

NOTE: For "From Freedom's Forge," and "Junior Town Meeting," the broadcast this week are the last of the year. Your comments on these programs and the overall series will be welcomed.

STORY TIME PROGRAM FOR CHILDREN INAUGERATED

For the summer months, Radio Station WOWO is beginning a series of children's programs called, "Stories for Marmaduke." Many leading children's books...some of which have been read in their entirety for the children. We realize that there has long been a need for a wholesome "storyhour" type program, and it is with pride that we suggest students in the primary and kindergarten level listen to "Stories For Marmaduke."

The first program is on Monday, May 26th at 4:45 p.m. CDT. It will be heard daily Monday through Friday at 4:45 thereafter. The first book is Homer Price, written by Robert McClosky, and published by the Viking Press.

And, may we hint in passing, that grownups too might find a good measure of pleasure in "Stories for Marmaduke."

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STINGHOUSE RADIO STATIONS
WOWO
SPECIAL BULLETIN
TIONY 2136 FORT WAYNE INDIAN

SCHOOL BULLETIN Monday, May 26, 1947

This is the last of the 1946-47 series of school bulletins. In this past school year, we hope that these weekly messages have been instrumental in calling to your attention many worth-while educational and entertainment features of this radio station. These school bulletins will be resumed again for the fall semester. If there are any of you whose addresses will be changed, to be sure of receiving our school bulletins, we would appreciate your advising us of your new address soon.

IN SCHOOL LISTENING

This is the last full week of In-School Listening. On Monday, Indiana University presents the final chapter in the current series, "From Freedom's Forge." This week's story tells of the years following the 1929 depression, and our entry into the second World War. This program, broadcast on Monday, May 26th will be followed a week later, on Monday, June 2nd by a final summary program for the entire series. Both will be heard at 2:15 p.m. CDT.

This Tuesday marks the last of the City Desk programs, presented in cooperation with the Fort Wayne Journal Gazette. This week, students from North Side High School in Fort Wayne will be the guests. "Around the City Desk" is heard at 2:15 p.m. CDT.

Wednesday at 2:15 p.m. CDT, the final chapter of the current "Books Bring Adventure Series" is "Strawberry Girl," a story by Lois Lenski about the early days in the state of

Florida. "Books Bring Adventure" have been presented as a part of in-school listening with the cooperation of the Junior League of Fort Wayne. Plans for the fall include more of the popular feature.

Friday is time for "Adventure in Research", and this week the story of "The Place Where Time Begins." The story of Greenwich and how it became the prime meridian is told at 2:15 p.m. Friday, May 30th.